

## ***BabyCal's New Public Service Announcements and Advertisement***



*Rodney Peete and Holly Robinson Peete (summer 2002)*

**B**abyCal spokesperson, mother and actress, Holly Robinson Peete has once again supported the BabyCal campaign by appearing in a series of radio and television public service announcements (PSAs) and a new TV commercial. Filmed in summer 2002, Holly, who was six months pregnant, was joined by her husband, professional football player and father, Rodney Peete, for the production of these new ads. This marks the first time in campaign history that a celebrity spokesperson is pregnant during a BabyCal PSA filming. Additionally, it's the first time a father is featured in campaign materials to deliver the message about the importance of a father's involvement during pregnancy!

The TV PSA, which features Holly and Rodney, emphasizes the importance of the father's participation throughout the pregnancy. Holly speaks about how Rodney supports her, while Rodney stresses that they are in the pregnancy together.

Holly and Rodney also recorded four radio PSAs. In two of the radio PSAs Holly and Rodney focus on the importance of a father's role during pregnancy. The other radio PSAs feature Holly alone discussing the importance of not smoking, drinking or doing drugs while pregnant, keeping prenatal appointments and eating healthy. The TV and radio PSAs will air statewide in March and will run through June 30, 2003.

A new TV commercial featuring Holly speaking about BabyCal's prenatal care messages began running on January 27 and will continue through May 25. The ad will air on television stations in the following areas: Bakersfield, Chico, Eureka, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco and Santa Barbara. Look for the new ads on your local radio and TV stations! Also see page 6 for related campaign materials.

*Please note that there is a new fax number to order educational materials. Digital Logistix's new number is (800) 457-2220. A new order form is included in this issue.*

*This edition of BabyCal News contains a fact sheet (in English and Spanish) on the second trimester of pregnancy for you to copy and distribute to your clients. Store it in your Member Kit.*



*Professional football player and father, Rodney Peete*

## ***Being a Father Means Being Involved***

*by Rodney Peete*

*“By supporting Holly during each pregnancy, we grew closer and I know it had a positive impact on the health and well being of our babies.”*

*—Rodney Peete*

**Y**ou may know me as an NFL quarterback for the Carolina Panthers, but what you may not know is I'm the husband of actress and BabyCal spokesperson, Holly Robinson Peete. Together, we are the parents of three children, five-year-old twins and a new baby boy.

When Holly was pregnant, I wanted to support her every step of the way to make sure our babies were born healthy. Because of this experience, I want to help other fathers-to-be learn what to expect and encourage them to do their part during the pregnancy so their babies get the best possible start in life.

During Holly's pregnancies, she went through a lot of changes. I noticed differences in her appetite. She had morning sickness. She felt tired and more stressed than usual. Although it may not have seemed like it at the time, Holly's reactions were normal.

I found out there were many things I could do to make things easier for Holly. Going to prenatal appointments and classes together was probably my favorite way of being involved. At these appointments we learned the benefits of a healthy diet, exercise and the importance of staying away from alcohol, smoking and drugs. We also heard our babies' heartbeats and actually saw pictures of our babies before they were born. We

talked to Holly's health care provider and knew that our babies were healthy and developing normally. If problems arose, we learned first-hand what we needed to do.

Another way I was able to help was by encouraging Holly to eat healthy foods, drink plenty of fluids and take prenatal vitamins. We took long walks together so we both could get exercise. A healthy diet and exercise made Holly's pregnancy, delivery and recovery easier. It also reduced stress and eased some of her pregnancy discomforts. It was important for Holly to get plenty of rest so I tried to do more things for her. By offering to help out, she had more time to relax.

I wasn't always sure what to do or how to help, so I asked. Communication is very important. Holly and I talked openly about any concerns. We also talked with our health care provider, who would answer our questions and offer helpful tips.

By supporting Holly during each pregnancy, we grew closer and I know it had a positive impact on the health and well being of our babies. Your child is relying on you to make the right choices; you want to do your part so your baby can have a healthy start. That's why I want to encourage all fathers-to-be to get involved and make a difference.

*For information about state programs that can help pay for prenatal care, call BabyCal at 1-800-BABY-999.*

# You Should Know...

## About Your Baby's Growth – Second Trimester

Your baby needs the healthy start only you can give by taking care of your health and doing the right things during your pregnancy. A pregnancy lasts approximately nine months, which is divided in thirds or trimesters. Each trimester is approximately three months or twelve weeks.

By week 13, you have entered your second trimester. It is important to learn about how your baby is developing and about proper health care that you need. Get prenatal care early and keep all of your appointments.

This article explains how your baby is developing during the second trimester and gives you tips to help you have a healthy pregnancy.

### Weeks 13-16

- ♡ The baby is about six to eight inches long and weighs six ounces.
- ♡ The baby is now completely formed.
- ♡ The muscles are getting stronger and he or she is moving around more.



- ♡ Your energy should increase and morning sickness may end.
- ♡ Eating well is important so both you and your baby gain the proper amount of weight.
- ♡ Contact your health care provider if you have warning signs of preterm labor like three or more contractions within 30 minutes, menstrual-like cramps, low dull backache, vaginal discharge, severe vomiting, chills, dizziness, numbness or spots before your eyes appear.

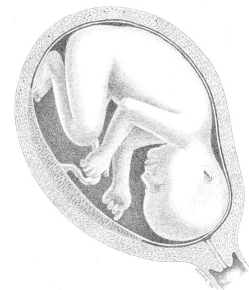


### Weeks 17-20

- ♡ The baby is about eight to 12 inches long and weighs one-half to one pound.
- ♡ The skin is thin and transparent.
- ♡ Hair has formed. Skin is wrinkled and red.
- ♡ Your ankles, feet, hands and face may swell.
- ♡ Drink six to eight glasses of water and other liquids like milk or juice daily.
- ♡ Your total weight gain should be nine to 13 pounds.
- ♡ Talk to your health care provider about the benefits of breastfeeding.
- ♡ Sign up for child birth preparation classes. Ask the baby's father or a friend to go with you.

### Weeks 21-24

- ♡ The baby is about 15 inches long and weighs one to two pounds.
- ♡ The baby can hear and respond to sounds.
- ♡ Eyes are opened for the first time.
- ♡ Remember to contact your health care provider if you have preterm labor warning signs (see weeks 13-16).
- ♡ Eat high fiber foods like fruits and vegetables, and drink 6 to 8 glasses of water daily to help avoid or relieve constipation.
- ♡ Ask your partner, family or friends for the support you need. It can be a good time to talk.



Remember, even if you are feeling great, it is very important to get regular prenatal care. Prenatal care can make sure you and your baby are healthy.

*This insert article is the second in a three-part series, and covers weeks 13-24.*

Sources: California Department of Health Services' Maternal and Child Health Branch, Healthy Mom, Healthy Baby Handbook, BabyCal Pregnancy Calendar, [www.babyworld.co.uk](http://www.babyworld.co.uk)



# Usted debe saber...



## El Desarrollo de Su Bebé – El Segundo Trimestre

Su bebé necesita el comienzo saludable que sólo usted puede dársele al cuidar su salud y tomar decisiones correctas durante su embarazo. Un embarazo dura aproximadamente nueve meses que están divididos en tercios o trimestres. Cada trimestre dura aproximadamente tres meses o doce semanas.

En la semana 13, usted ya habrá entrado al segundo trimestre. Es importante que usted aprenda sobre el desarrollo de su bebé y la atención médica que usted necesita. Comience el cuidado prenatal temprano y no falte a ninguna cita prenatal para vigilar la salud de usted y su de bebé.

A continuación encontrará información sobre el desarrollo de su bebé durante el segundo trimestre y consejos para ayudarlo a tener un embarazo saludable.

### Semanas 13-16

- ♡ El bebé mide de 6 a 8 pulgadas y pesa cerca de 6 onzas.
- ♡ El bebé ahora está completamente formado.
- ♡ Los músculos se están fortaleciendo y el bebé se mueve más.
- ♡ Su energía debería aumentar y puede que sus malestares desaparezcan.
- ♡ Es importante que coma bien para que usted y su bebé aumenten el peso apropiado.



- ♡ Llame a su proveedor médico si usted tiene alguna señal de advertencia de parto prematuro, tal como 3 o más contracciones en 30 minutos, cólicos parecidos al menstrual, dolor fatigoso en la parte inferior de la espalda, secreción vaginal, vómito fuerte, escalofríos, mareo, adormecimiento o si aparecen manchas en la vista.

### Semanas 17-20

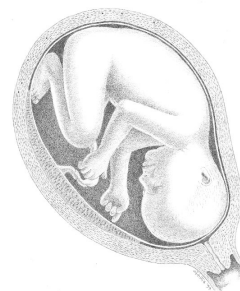
- ♡ El bebé mide de 8 a 12 pulgadas y pesa de 1/2 a 1 libra.
- ♡ La piel es delgada y transparente.
- ♡ El pelo está formado. La piel está arrugada y rojiza.
- ♡ Sus tobillos, pies, manos y cara pueden hincharse.
- ♡ Beba seis a ocho vasos con agua y otros líquidos como leche o jugo cada día.



- ♡ Su aumento total de peso debería ser de 9 a 13 libras.
- ♡ Platique con su proveedor médico acerca de los beneficios de dar el pecho.
- ♡ Inscríbase en las clases de preparación para el parto. Pídale al padre del bebé o a una amiga que la acompañe.

### Semanas 21-24

- ♡ El bebé mide cerca de 15 pulgadas y pesa de 1 a 2 libras.
- ♡ El bebé puede oír y responder a los sonidos.
- ♡ Los ojos se abren por primera vez.
- ♡ Recuerde llamar a su proveedor médico si se presentan señales de advertencia de parto prematuro (lea semanas 13-16).



- ♡ Coma alimentos altos en fibra, como frutas y vegetales, y beba de 6 a 8 vasos de agua cada día para evitar o aliviar el estreñimiento.
- ♡ Pida el apoyo que necesita de su pareja, familia o amigos. Este sería un buen momento para platicar.

Recuerde, aún cuando usted se sienta bien, es muy importante que obtenga cuidado prenatal regularmente. El cuidado prenatal ayuda a mantenerles a usted y a su bebé sanos.

*Este artículo es el segundo de una serie de tres partes, y trata las semanas 13-24.*

Fuentes: Oficina de Salud Maternal e Infantil del Departamento de Servicios de Salud de California, Manual Mamá Sana, Bebé Sano, Calendario de Embarazo de BabyCal, [www.babyworld.co.uk](http://www.babyworld.co.uk)



## **CBO Spotlight/Testimonial**

### **Healthy Mothers/Healthy Babies Program**

Since 1992, Healthy Mothers, Healthy Babies (HMHB) has provided a variety of services to pregnant and parenting women in Kern County. Specifically, HMHB provides one-on-one care to pregnant women through birth and Certified Lactation Educators (CLEs) who teach women how to breastfeed.

HMHB provides services to pregnant women in Kern County through two state grants. In 2000, the Kern County Children and Families Commission (Proposition 10) provided three years of funding for the Breastfeeding Education Promotion Support Project (BEPS). BEPS' goal is to increase the length of time a mother breastfeeds her baby. The American Academy of Pediatrics recommends that babies are fed breastmilk until one year of age.

A total of 90 CLEs were trained. After they are trained, the CLEs volunteer on the Breastfeeding Comfort Line, which is a toll-free breastfeeding support line available to Kern County residents seven days a week from 8am to 8pm.

In 2001, the Kern County Children and Families Commission funded The Maternal Labor & Postpartum Education and Support project, another three-year project for HMHB. This project provides prenatal education, professional labor support and postpartum services through the work of "doulas," for as little as \$25 per client. The doula, Greek for the woman who mothers the mother, stays with the laboring woman throughout her entire labor and birth experience, helping her cope with this major life event. When clients request a doula, they are given a "birth bag," which includes BabyCal materials such as brochures, and pregnancy calendars, as well as diapers, books, magazines and other literature. Doulas provide prenatal education, emotional and physical support during labor and birth, postpartum care and breastfeeding support for each client.



*Doula Julie McBride helped new mom, Amie Hines throughout her pregnancy and delivery.*

Michelle Beck couldn't imagine having her baby without her doula. As a client of HMHB, Michelle received support during her pregnancy from both her husband and her doula.

"Our doula helped with the birth of my daughter on July 10, 2002," said Michelle. "I felt so fortunate to have her there. She was very kind and professional, and researched the answers to any questions I had. She helped me write my birth plan and discussed her role at the birth with both my husband and me. Our doula also provided us with a variety of educational resources including the BabyCal brochures, which were very helpful."

To learn more about CLEs and doulas, contact Amy Smith, Executive Director of HMHB at (661) 324-5612.

### **New Spanish and Asian-language Radio Messages**

In an effort to spread the word about prenatal care to Hispanic and Asian women and their families living in California, the BabyCal campaign developed radio announcer-ready scripts in Spanish, Chinese, Laotian and Vietnamese. In early spring 2003, these scripts were provided to public service directors at Asian and Spanish-language radio stations throughout the state for DJs to read on-air as a public service to station listeners.

The scripts deliver BabyCal's messages about the importance of obtaining prenatal care early and often, practicing healthy behaviors during pregnancy and the availability of state programs that can help pay for prenatal care. Additionally, the scripts encourage station listeners to call BabyCal's toll-free line (1-800-BABY-999) for more information.

BabyCal appreciates the support of the stations throughout the state that participated in this important outreach effort.

# New Outreach Materials for Expectant Moms and Dads

Now CBOs can order new BabyCal prenatal outreach materials focusing on expectant fathers! BabyCal, with the help of Network CBOs, developed two new English-language pieces designed to encourage the involvement and support of a baby's father during pregnancy. BabyCal's spokesperson, mother and actress, Holly Robinson Peete and her husband, professional football player and father, Rodney Peete, appear on the new magnet photo frame and on the Fathers-to-Be Guide.

The magnetic photo frame is a great outreach item for both men and women. Along with Holly and Rodney's image, the magnet features BabyCal's prenatal care messages and has a pop-out center, which makes room for a picture of the new baby!

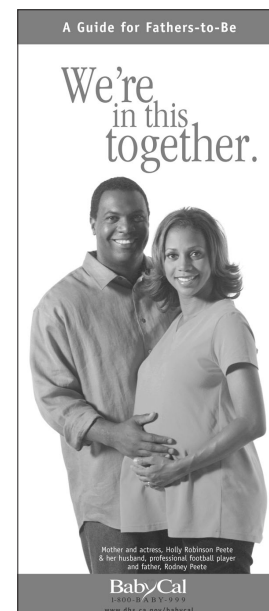
In the Guide for Fathers-to-Be, featuring Holly and Rodney, Rodney speaks to expectant fathers about the importance of supporting their partners during pregnancy, how to become involved, and gives insight on what fathers can expect. Additionally, the brochure includes a list of resources that families can call to get help.

Thanks to the CBOs who helped design the magnet and the Fathers Role mini-brochure!

- ♡ Birth & Beyond - Prairie Reese/Sacramento
- ♡ California Health Collaborative - AIM/Fresno
- ♡ CareNet Pregnancy Center of Tri-Counties/Shasta
- ♡ Center for Community Health and Wellbeing - "The Barber Shop"/Sacramento
- ♡ Chapa De Indian Health/Placer
- ♡ Contra Costa Health Services Department/Contra Costa
- ♡ County of Riverside BIH (Role of Men)/Riverside
- ♡ Department of Public Health - MCH/BIH/Kern



*Holly Robinson Peete/Rodney Peete magnetic photo frame (left) and Father's Role mini-brochure (right)*



- ♡ Dr. Donald Stovall/Los Angeles
- ♡ Doctor's Hospital Medical Center/San Bernardino
- ♡ East Bay Crisis Pregnancy Center/Alameda
- ♡ Healthy Moms & Babies/Napa
- ♡ Life Network/Santa Barbara
- ♡ MotherNet L.A./Los Angeles
- ♡ Perinatal Service Center - San Joaquin County/Stockton
- ♡ San Francisco Jelani House/San Francisco
- ♡ SETA Early Headstart/Sacramento
- ♡ Women's Clinic/Los Angeles

Both of these items can be used as incentives for dads to get involved. Pass them out during classes, use them as a reference while teaching classes, and hand them to clients who know a father-to-be.

## Awards

This year, the BabyCal campaign won two awards at the National Public Health Information Coalition's (NPHIC) competition! NPHIC is an independent organization of professionals dedicated to improving America's health through public health communications. Below are the awards BabyCal won:

### NPHIC AWARDS

Category:	News Features
Entry:	Nutrition articles for African-American and Asian Newspapers
Award:	<b>GOLD</b>
Category:	Newsletters
Entry:	<i>BabyCal News</i>
Award:	<b>BRONZE</b>

The BabyCal campaign also recently received the Governor's Office for Innovation in Government, 2003 Clarity Award first place trophy for the Public Information category. The campaign submitted the brochure and mini-poster titled, "A Healthy Baby Starts with a Healthy Pregnancy" in the competition. The Clarity Award, established in 2002, honors departments and agencies that produce high-quality, easy-to-comprehend documents that enhance service delivery to Californians.

Thank you to all the CBOs who contributed their valuable expertise to develop these materials. Together we can all be proud of these prestigious awards.

# March of Dimes' Prematurity Program

The March of Dimes, whose mission is to improve the health of babies by preventing birth defects and infant mortality, is embarking on a five-year prematurity campaign to increase awareness about this critical issue and to reduce the number of babies born too soon. March of Dimes is partnering with the BabyCal campaign to educate community-based organizations (CBOs) in

California about the importance of educating their clients about the signs of premature labor, because it could save babies lives.



**March  
of Dimes®**  
*Saving babies, together®*

One in eight babies are born at least one month too soon (before 37 weeks of pregnancy). Their tiny size and low birthweight put them at risk for health problems and disabilities for the rest of their lives. Premature labor can happen to any pregnant woman at any time. In some cases it can be stopped, or medications can be given to help the baby before delivery. In an average year, more than 52,000 premature babies are born in California.

## Signs of premature labor:

- Contractions every ten minutes or more often.
- Fluid (bloody or clear) leaking from the vagina.
- Pelvic pressure—the feeling that the baby is pushing down.
- Low, dull backache.
- Menstrual-like cramps (cramps that make it feel like a period).
- Abdominal cramps, with or without diarrhea.

The March of Dimes has resource materials available that teach the signs and symptoms of premature labor. If you are interested in these materials please call (888) 4-BABIES or visit the March of Dimes Web site at [www.marchofdimes.com](http://www.marchofdimes.com).

## BabyCal and March of Dimes

In an effort to reduce incidents of low birthweight and prematurity among African-Americans, the Los Angeles Division of the March of Dimes established an African-American Advisory Committee. The committee was developed to guide and advise on program implementation and effective outreach to the African-American community. Southern California CBO coordinator Pam Coe serves as a member of the advisory committee on behalf of BabyCal. The committee meets bi-monthly to discuss strategies to educate the community and health care providers about issues surrounding prematurity and the work of the March of Dimes, particularly in the Los Angeles area.

Pam said, "Serving on the committee has provided a great opportunity to support the March of Dimes and other BabyCal CBOs in a collective effort to combat infant mortality and low birthweight."

She said the committee also provides an excellent opportunity for CBOs to network and learn about each others' programs and community events. The committee is chaired by Dr. Arthur Johnson who has served more than 20 years in OB/GYN at Cedars Sinai Hospital. Other committee members include BabyCal CBOs Great Beginnings for Black Babies, Prototypes BIH, Pasadena Black Infant Health and Project Nateen.

## Media Partnership

BabyCal is proud to announce the recent partnership with top-rated Spanish-language television network, Telemundo. The partnership is designed to help educate Hispanic women and their families about the importance of prenatal care, practicing healthy behaviors during pregnancy, and the availability of state programs that can help pay for prenatal care services.



The Telemundo partnership included one public service announcement (PSA) that aired in January and February 2003, and four news features that aired in March and April 2003, on all seven Telemundo affiliates in California (San Francisco, San Diego, Palm Springs, Fresno, Sacramento, Los Angeles and Santa Barbara).

# BabyCal Visits CBOs Statewide

## Northern California CBO coordinator

Nadine Roberts Cornish recently visited:

### CBO

Healthy Alternatives for Babies (HAB), Santa Clara  
Mt. Madonna High School – Pregnant Minor Program,  
Santa Clara  
Kern County Health Dept. - MCH Perinatal  
Outreach Program, Kern  
Planned Parenthood – Bakersfield, Kern  
Santa Clara County Public Health Nursing, Santa Clara  
Healthy Mothers, Healthy Babies, Kern  
Amy Dara-Smith, Kern  
Department of Public Health - MCH/BIH, Kern  
Bakersfield Crisis Pregnancy Center, Kern

### REPRESENTATIVE

Anequette Arnic  
Leighan Perales  
Melba Garcia  
Sandra Ramirez  
Judy Williams  
Amy Dara-Smith  
Marian Ansolabehere  
Wynda Garrison  
Linda Davis

## Northern California CBO coordinator

Lori Goodwine recently visited:

### CBO

Alameda County Social Services, Alameda  
CareNet Pregnancy Center of Tri-Counties, Shasta  
American Indian Child Resource Center-  
21 Generations Program, Alameda  
Redding Rancheria Indian Health Center, Shasta  
Shasta County Public Health Department- POE, Shasta

### REPRESENTATIVE

Amada Roblis  
Margaret Blackford  
Antwie Alfred  
Venecia Cuara  
Karin Lightfoot

## Southern California CBO coordinator

Tania Watson recently visited:

### CBO

Pasadena Health Department,  
Prenatal Clinic, Los Angeles

### REPRESENTATIVE

Maria Ramos

## Southern California CBO coordinator

Pam Coe recently visited:

### CBO

Bell Gardens High School - Cal-SAFE Program,  
San Gabriel Valley/Los Angeles  
St. Jude's Medical Center -  
Community Outreach Services, Orange  
Orange County Perinatal Council - UCI Medical Center

### REPRESENTATIVE

Jan Hurtado &  
Donna Ortiz  
Anna Castro  
Sadie Sacks

## Compilation Tape Reminder

To place an order for BabyCal's prenatal care educational videotape free of charge, please contact Michelle Stringer of Hill & Knowlton at (323) 966-5794 or your CBO coordinator for an order form and usage agreement.



## Welcome New BabyCal CBOs

BabyCal welcomes five new CBOs to the statewide BabyCal Network of more than 565 organizations.

- ♡ Pueblo Guadalupe Medical Group – Los Angeles
- ♡ March of Dimes – Kern
- ♡ Family HealthCare Network – Tulare
- ♡ Prototypes BIH – Los Angeles
- ♡ Shasta County WIC – Shasta

## Contact Information

### CBO Coordinators

Northern California:

Nadine Roberts Cornish .....(916) 925-7816  
Lori Goodwine .....(916) 446-2842

Southern California:

Tania Watson .....(661) 297-0048  
Pamela Coe .....(714) 637-7860

### Hill and Knowlton

6500 Wilshire Blvd., 21st Floor  
Los Angeles, CA 90048  
Contact: Dina Friedman (323) 966-5761  
Fax: (323) 782-8190  
E-mail: babycal@dhs.ca.gov

### California Department of Health Services

714 P Street, Room 1440  
Sacramento, CA 95814  
Contact: Angelica Perez (916) 657-0150  
Fax: (916) 654-3653  
E-mail: babycal@dhs.ca.gov

Visit BabyCal's Web Site: [www.dhs.ca.gov/babycal](http://www.dhs.ca.gov/babycal)

## Ordering Information

Outreach materials are available to CBOs **free of charge**. To order materials, CBOs may complete an order form and fax it toll-free to Digital Logistix at (800) 457-2220. Orders are filled and shipped at no cost to you within three to five business days after receipt of your request. To obtain an order form, go to the BabyCal Web site or contact your CBO coordinator. If you have any questions regarding your order, please contact Dina Friedman of Hill and Knowlton at (323) 966-5761.

For questions, special orders or a CBO Member Kit, please contact your CBO coordinator or Dina Friedman at (323) 966-5761. The CBO Member Kit is designed to support your client education and outreach efforts and provides a place to store your BabyCal informational materials.